BACKGROUND AND BUSINESS CHALLENGE

Blinds.com had an existing mobile app for blinds installers in the field. When they tried to roll out the app nationwide, they discovered that the application couldn’t scale and was not well-maintained. Blinds.com paused the national rollout and chose to rebuild the app from the ground up before continuing, which cost them over $1M.

Blinds.com leveraged Seed for our expertise with the Firebase product suite, our experience building mobile applications for field service technicians, and our ability to quickly assist with a time-sensitive project; being on-site within 48 hours of the client’s approval.

DELIVERY SOLUTION

Seed architected and built the serverless infrastructure supporting the mobile app and helped the team properly leverage Firestore and other Firebase products. We assisted with low-level implementation by directly pairing with Blind.com programmers to ensure that they understood the core concepts. Lastly, we considered all aspects of the application beyond development, such as processes for automated testing, bug fixing, backups, analytics, security, auditing, data loss prevention, and API gateway management.

As a direct result of Seed’s involvement, the team was able to deliver an exemplary demo of the application to the C-suite, who considered the timeline to be near-impossible. This success energized the organization, and Blinds.com is now on-track to resume their national rollout.

As a Google Cloud Partner, we convinced Blinds.com, who was committed to 100% Azure, to invest in GCP and Firebase for this initiative.